

Steve Lozar Interview
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Anneliese Warhank: This is Anneliese Warhank. I'm here in Polson, MT with Steve Lozar. Today is January 29, 2016 and we are going to be discussing pretty much the craft brewing industry in Montana and its history as such. So, Steve, if you wouldn't mind starting it off. We're going to keep it pretty general. How about we start by discussing how beer was distributed and consumed. Specifically the on-site sale of it, if there were any sort of beer gardens or bars and how it was distributed amongst people in the community.

Steve Lozar: Are you asking that question in regards to craft brewing or in regards to Montana brewing history?

Warhank: Let's stick with Montana brewing history.

Lozar: Okay, great. Well virtually any town of note had its own local brewery. Every mining camp, if they lasted more than a month or two certainly there was an itinerate brewer that would come in a set up shop. That was also the case in all of Montana's bigger cities and in even somewhat larger towns. So everyone had the opportunity for a local brew. There was always the issue of materials and always the issues of transportation. We'll find that as we go on, those are still some of the challenges of today's craft brewers, but that was solved generally by the fact that there were the local brewers so distributing was done by the brewery, usually with a public house or two. Breweries in traditional Montana times, prior to prohibition, 1919, breweries could own their own taverns or sample houses right at the brewery. So as far as distribution they didn't have to go very far. One of the things that changed that and allowed us in Montana to have more regionalized brewing was the coming of the railroad. So breweries could brew for their local market, but they could also go to towns and cities down the line that were served by the railroads. And that was fundamental in the growth of Montana brewing. One of the other problems or challenges was that because of weather and because of where mining gulches or the mountainous areas where mines were, brewing materials couldn't get in there in the winter time. So distribution, especially of beer to the outside camps and bringing in materials often depended on when pack trains could bring hops in, could bring in yeast. So Montana brewers often in areas that were really affected by remoteness would become very creative in what they would use. For instance, if there was a hops shortage where they couldn't get them for six months they would use to bitter their beer whatever they could. Sometime wood bark, sometimes pine needles, cedar needles, often they would use moss and black moss was a common traditional bittering agent when hops weren't available. So the distribution was generally done by the brewery or the brewer, which was often a one-man circumstance. That somewhat limited the sales for a brewery to a local, one-day transportation area.

Warhank: So very local.

Lozar: Very local.

Warhank: As time progressed, you mentioned railroad, what did the introduction of the vehicle mean to the distribution? Did it just, did you see a lot more, did it seem like major breweries start to overtake those more local breweries, or did they still maintain those smaller breweries?

Lozar: Well you hit it right on the head, eventually regional national breweries came in and had a huge impact on Montana brewing. Essentially they closed the industry down by the 1950s, certainly the early 60s. But prior to that, railroads were really important because the materials could get to the brewers in a more timely fashion, but their product could also be sent. I'll just use the case of the Hi-Line. When the railroad went across the Hi-Line the Kalispell Malting and Brewing Company could bring in materials, brew their beer, and then ship it down the line to the different town, all the way to the Idaho boarder and beyond. Beer that was brewed right there in Kalispell could [be] shipped as far as central Montana. So that changed the landscape a great deal, but brewers are generally traditional people and they were very slow when motor vehicles came. Brewers were generally pretty slow in their first orders of trucks and trailers. They still preferred to deliver their beer by wagons. And sometimes they would go a long ways with those wagons. Case in point would be the Billings Brewing Co. Even though Lewistown had its own brewery and Maiden had a brewery right next door, Billings beer would be shipped by wagon. That's about as far away as they ever got, but they had a market for it. So it took a week by wagon to go from Billings to the center of the state. But they were slow and generally very traditional in their way.

Warhank: Wow that's interesting. So kind of jumping back up to the on-site sale. You said they pretty much had taproom.

Lozar: Yes they did.

Warhank: Once prohibition came and passed and people were allowed to consume alcohol again, it seemed like the concept of a taproom kind of went away as people started to consume beer more in their home and [as] cocktail lounges became the norm as far as consuming alcohol in public. Do you see that trend as well in your research?

Lozar: Yes.

Warhank: And do you happen to know why that was the case?

Lozar: One must remember speaking of prohibition was that is started in 1919 and it lasted until 1933. [There were] mores changes, nationally and across the state, and those had an effect. The thing that had the primary effect though on taproom, or sample rooms as what they were originally called, is that when the Volstead Act was repealed, prohibition was repealed; there was some real strong guideline that went along with it. One of them was to disallow breweries to have their own saloons or taverns. So what used to be the beer garden at the saloon, or the taproom in the winter time, those kind of tendencies start to go away. They were replaced by the lounges. They were replaced by outside taverns because by law they couldn't sell beer. As a matter of fact, prior to prohibition, in Montana it was against the law to bottle beer in the same building that it was brewed in. So if you look back at Montana breweries you'll see here is the

brewery and 30 feet away is another building and that was the bottling plant. And some of our old Montana beer labels even say “Breweries Own Bottling” or “Breweries Pipeline Bottling” because they would pipe the beer through a government turnstile so the government could get their taxes on the barrels of beer. Then it would pass into the bottling and racking rooms and bottling plant. So those had an effect. But the fact breweries could not own their own distribution centers in the sense their own places of sale for a bottle of beer, that had a profound effect on Montana breweries. Even though repeal brought legal beer, it also brought with it some real restrictions on breweries being able to be successful.

Warhank: So that was kind of almost the beginning of the demise of the smaller breweries.

Lozar: It was. The ultimate demise was prohibition and the ultimate *ultimate* was the national breweries because they could, they had a scale of volume and the cost associated with those volumes could make it very, very difficult to compete at a local level.

Warhank: Wow that’s really fascinating. So then you see the re-emergence of the taprooms. Obviously Montana was the last to bring back the taprooms.

Lozar: Very slow!

Warhank: But what, why do you think that the trend swayed back to the way it did and the way that we continue to head where it’s, local is what you do?

Lozar: Well the trend was, it’s more of a tidal wave than a trend in that the idea of “buying local” has been with Montana breweries since the 1800’s and many, many, many cases of their advertisements talked about the importance of supporting the local product. Buying local, it helps the merchants, it helps the farmer that are growing the barely, the spent barely at the brewery is used to feed the hogs that are sold at our meat markets and so the ancillary businesses all gained locally, if you bought local beer. And that was really key to the success of those early breweries. There was a certain amount of pride in a community. The local brewery supported local fund drives, for hospitals, Red Cross, soldiers going off to fight. Those were all supported by the breweries. Often sports teams were also supported by the breweries. So there was that local connection. Montana has always had that local feeling of a “public house”. Much like on the East Coast, the public house was where people went to sit and talk about events of the day, about politics, and about their sports teams. And that came back with the invention of the craft brewing industry. And to me, for having researched so much about Montana brewing history, that brought us back in a wonderful circle to what those original Montana breweries were. It’s where, I think it’s where there is the most true practice of democracy. A taproom is a democratic place in the sense that Montana politics were formed in sample rooms or tap houses. Many of our early legislators were also brewers. So consequently, when we talked about government and the needs of our community, it often happened over a local beer. And today it’s that same democratic place where a roofer and a neurosurgeon can stand side-by-side drinking the same stout and talk about specific gravity of their beer. So it’s very democratic.

Warhank: Wow, I’m glad that I got that out. Just wanted to make sure we got that in, in case we ran out of time! So let’s get back on track a little bit. You had mentioned how geographic and

climate conditions had an impact on the, what they used, materials they used for beer. What styles of beer did we see most often in the earlier breweries of Montana?

Lozar: Traditional Montana brewers brewed lager beer. And the reason for that is it could be brewed and stored for long periods of time in cold conditions. You'll find that across all the northern tier of states in this country, Montana was no exception. Now the one thing that went along with that was the fact that Montana brewers generally were either German or German influenced, or they were Irish or Irish influenced. And so when those immigrants came to Montana they wanted *so much* to be American, and yet nothing felt better than being able to be in your own community where you spoke the same first language, that you belonged to the same churches that you did in the old county, the same societies, and that you could stand up to the bar and have a drink, even though you were thousands of miles from home, you could have a drink that still had that taste to your pallet the said, "this is good".

Warhank: Wow that's really interesting. So what, you said the lager was brewed because it could be stored in cold conditions.

Lozar: Brewed and stored.

Warhank: Brewed and stored in cold conditions. What were, do you know of any of the common methods to brewing, access to materials, if that all...

Lozar: Well one of the things that happened was that it was expensive to bring in brewing materials, malting barley in particular. So Montana worked very hard at developing its own local farming operations that were individually owned and was a source for Montana farmers to sell locally their barley. And often Montana brewers would pay more than what the original, or what the going rate was for grains, so that they would always have two things. One that they would have a constant supply that didn't cost a lot to ship, that was reliable. That also bought certain amount of loyalty to their product because if I'm growing malting barley for the Montana Brewing Company in Great Falls, I'm sure as heck going to drink their beer. And so it was a symbiotic relationship with farmers in that regard. Really, really key. Second is that there were a couple of areas in Montana that were discovered to have *incredibly* good climate and good soil for growing those barleys and one of them is east of Great Falls. And the other one, probably the most important one is the Gallatin Valley. The Gallatin Valley was developed as a place to grow brewer's malting barley. It was such good barley that it was exported, not only used in Montana and the Pacific Northwest, it was exported clear to Germany. So we would grow barley for beer that was sent to the homeland of brewing. It was exported to Deutschland.

Warhank: Wow "Look what we're doing over here!"

Lozar: Yes!

Warhank: So yeah, you still see that up through today. Montana is a huge producer of barley in the world, still, and it's still distributed worldwide. Can you tell me what you think, what sort of impact that has had on Montana brewing across the world? I mean, do you think that has helped people recognized, because when you look at it you see Oregon top the stats when it comes to

really big breweries, you see Colorado top. But I feel like Montana, we are still, even though we are still a very rural state to this day we still play a very large role in the craft brewing scene across the entire country.

Lozar: Right now, per capita, we are the second largest brewing state per capita in the whole country. And one I would believe in my heart of hearts, and my pallet as well, that we brew really, really good beer. And a part of that is because of the local products we use. The other part is that Montana, just by its very name, has always been a magical place. And that's still the case today. So something manufactured in Montana, in this case let's just for illustrating stick with the malting barley, comes with it quite a wonderful mystique. And Montana is a place of rareness and rare beauty. Things that are manufactured in Montana, by the big sense of manufacturing are pretty rare. And so consequently it's even hard for brewing historians like myself to even find hard historic material because there just wasn't very much of it. And yet every day is a day of potential discovery, like we talked about earlier, and brewing history is right in the middle of it. So does Montana have a place in the world picture? Absolutely. The largest brew fest and brewers' conference happens in Denver every year and Montana's breweries just come home with ribbon and medal after medal compared to everybody else. We are a top brewing state.

Warhank: Very much so. Okay, so can you tell me a little bit more, I noticed in my research a lot of the earlier breweries kept mentioning how they also had onsite malt production. Can you explain exactly what that means?

Lozar: Yeah and those are the very early, early breweries, the 1860's, the 1870's, the 1880's. They were set up, they were small operations, they were very labor intensive. But once again, the supply and demand circumstance comes into place. One of those demands was, "how do we get malt whisky out to the hinterlands?" So one of the ways that was addressed was that those early Montana brewers would also produce malt whisky and it was somewhat regionalized, usually in the mining camps, but we had entered that right from the start. What's interesting is that today, now we have distilleries that are popping up and are finding ready customers. And one of my best friends in the whole world is the Yukon Brewery distributor in Alberta for beer. They have just branched out in the distilled malts over the last five or six years and once again it's an art and a craft. They go together.

Warhank: They do, they really do...although I still prefer taprooms over distilleries. [laughs]

Lozar: Oh so do I, absolutely, that goes without saying!

Warhank: So you talked to me earlier about advertisement and the role it plays in distribution and the presence and keeping people's mindset on beer. Can you tell me a little bit more about the role advertisement has played and still plays this day in breweries?

Lozar: Well that is, as we did we talk before, that is absolutely my favorite part of brewing history. Our advertisements went hand-in-hand one with sales and of course that's still the case today. But advertising also created that sense that "I belong" that "I'm a citizen of Townsend when I'm drinking that beer and I'm part of the team when I drink Highlander." And if you look right behind you you'll see Highlanders bottle there and you'll see that the way Highlander is

written, from a graphic standpoint that is called a “Dodger Swoosh” and when you see that little line come down below the branding, that’s because a huge, huge brewer in New York at the turn of the century, Colonel Jacob Ruppert, owned a baseball team called the New York Highlanders. And William Steinbrenner who was the owner of the Garden City Brewery in Missoula just loved that name and wanted to use that name of the Highlanders. Col. Rupert his friend said, “No, no not yet.” And then he changed the name of the baseball team that he owned in New York and he started calling them the Yankees. When he did, then he allowed Steinbrenner to use that Highlander name so anybody who followed baseball saw those old pictures in the daily newspapers of the New York Highlanders playing baseball and all of a sudden, right in Missoula, that’s exactly the way it’s written as we started using that particular brand. But advertising was not without a great deal of thought, even from the very start. During the war years, for instance, breweries advertised how much they support our troops. The Volk Brewing Company in Great Falls even went so far as to have an advertisement of a picture of Nimitz and MacArthur and then there’s this soldier’s uniform with a hole in the middle of the page that you can stick *your* face in so that you’re right up there with the great admirals and generals supporting the war efforts. “It’s the American Way” is how they used to advertise their beers. But when the men were off fighting, the women they advertised as being a good hostess. When you’re having a pinochle or a bridge club, then you always want to serve our beer and be a good hostess. Advertising was such a key that I’m talking tonight about advertising Butte Special beer during the 40’s and 50’s that had people write in little doodles and send them into the brewery and the winning doodle won a case of beer every week. It had to be a doodle about Butte Special Beer. We look around us here today in the museum [motions to the insides of his Montana Brewery Museum] and you’ll see how calendars have changed, and generally fetching ladies were on the calendars. But depending upon where they were being displayed you might see a roaming bison and a display for that particular beer. I look over here, I see men fishing, part of that advertising. A bock beer came out every May 1st, it was called Bock Day across the whole country and here in Montana. You’ll see placards always with a goat on them, that just lets you know whether you could read or not. You simply looked at the graphic and said, “oh boy, bock beer is going to be here for another three weeks now.” The German word for goat by the way is bock. That’s where the tradition came from, from Einbeck, Germany, or Einbock, Germany. You could see how breweries would talk about relaxation. When the phones came into use there was advertising that said simply “pick up your phone and give us a call.” So advertising, not only was it efficient and effective to all the breweries, but it was also graphically stunning. Some of the greatest pieces, I think, of lithographs were in brewery ads. And what’s better if you’re in Miles City and you just come in from a month on the trail driving cows to sit in the taverns and there’s a pretty lady looking at you. It was great. But also advertising was the goal of breweries so that their name would be in front of their potential customers through their everyday life. So we looked at shoe shining brushes, we looked at window scrapers, we looked at lighters and matches, we’ve looked at the thermometers, we looked at a well-dressed had earrings that were brewery advertisements and men held their ties down with a brewery ad, a brewery cap tie clasp. We’d go and get in our car and our litter bag that was in the car was sponsored by whom? Your local brewer. First aid kit, sewing kit, many, many things that were really pretty unique. My favorite is an advertisement from 1910, I didn’t get to show you that but it’s of My Favorite Beer from Great Falls. It’s cardboard and it’s in the shape of bottle of My Favorite Beer and they were given out at the taverns by the smelter in Great Falls and the men came off shift and they would pick one up after they got done drinking My Favorite Beer and they’d blow on it and it would whistle. It

would say, “Blow loud and clear, My Favorite Beer is here”. How great is that? Kessler put out folders that you could take to a football game that talked about Kessler beer and also showed all the meanings of the referee signals. “Off-sides” “First down”. You could look at health and see that nothing was better than to see a suckling child and her healthy mother with the name of your brewery on it. So advertising? Absolutely key. I think, historically, it was as much a key to the success of the brewery, or very close anyway, as quality brew.

Warhank: You don’t see that as much with modern breweries, taprooms. You think that’s because it’s moved more towards social media or they don’t feel the need to keep their presence known at all time? Or do you think that’s the general way things are done anymore with advertising in general, it’s not always in your face the way some of these products were back then.

Lozar: I’ve thought a lot about this actually, I think the biggest part of it is the bottom line, its advertising costs. If you’re selling your beer simply out of a taproom, then you want people to come into the taproom but you’re not going to advertise regionally for somebody to get beer that the only way they can get it is to come into the taproom. I think that this is very personal from somebody that has spent a lifetime collecting brewery advertising, is I wish that brewers were doing it more, but because of the cost of advertising they are always very, very conscious that the fact that they’re only going to print 25 flyers and put them in strategic places, almost always dictated by a distributor, if they’re a larger brewery. The distributor is going to say “I’m going to do 300 cases per month at Thriftway in Helena so I’m just going to give 2 little flyers that say the name of that beer.” And it’s simply because of cost. One of the things that I think has always been a challenge to Montana’s craft brewing industry is the fact that I mentioned distributors, in the early days of craft brewing in Montana distributors didn’t want to touch the craft brewers. They were then called microbreweries. The reason for that was it was a fledging new industry and if they had a seller, let’s say a middle or regional one, let’s say Rainer. If they were selling a lot of Rainer and then had to take basically the same amount of time and expense to advertise selling a craft beer they would say, “No that’s too risky right now, I’m going to put all my effort in Rainer.” So it was really, really hard for craft brewers to get into the distributing mainstream. I wish there were more of an advertising feel for Montana’s local breweries. Very difficult to get anything with a brewer’s name on it. They just don’t have very much. They don’t really want to be giving them out to the public, or too much public and sadly when the venue that’s using their beer is done with that particular advertising campaign, rather than give it to somebody they simply throw it away. It is a throwaway society say our social scientists. We see it sadly all the time.

Warhank: Yeah I go hog wild at brewfests.

Lozar: Oh I do too!

Warhank: I guess tap design is really one of the best ways that they can get their name out, right? I mean people recognize the taps.

Lozar: They do.

Warhank: Especially something like Pigs Ass Porter, you see the tap and you know exactly what it is.

Lozar: Well they're a good case in point in that when they first started advertising they had just a dynamic, dynamic graphic [referring to Harvest Moon Brewing Company in Belt, MT] and essentially the only one that they use is that same picture of the back of the Three Pigs standing at the bar. I mean brand recognition, just one quick peek and you know oh my goodness that's it! So they all kind of go into amalgams of how much advertising do you do, how much does it pay you back. Now I play hockey and just last week I played in a wonderful brewers' cup tournament, the Craft Brewers Cup. Every team has a retired NHL player on it and it's really fun. It's Canadian breweries and Montana breweries. The trophy that's hoisted, much like the Stanley Cup at the end of the season, is a very stylized beer keg. It's a wonderful weekend that draws people that would not necessarily be prone to be around any beer event, it draws them into the sports part of it. And guess what? There's a brewfest there. So that's good advertising.

Warhank: That's great. Do you know much about the Montana State's Brewers Association that was established, not the Montana Brewers Association of today but the Montana State's Brewers Association established 1902?

Lozar: Yes I do.

Warhank: Could you tell me a little bit about that?

Lozar: I've got a lot of information on it, and some wonderful old photographs of it. The reason it was established was because it came along at a time of a great deal of attention being shown to labor unions. It was an answer to laborers in breweries that had unionized and what it was basically, initially, a way of collectively negotiating with the brewers' unions. And so I've been able over the years to come across some of the brewer's letters as they were writing back and forth and making their plans as to how to address the brewers unions. Some of them are downright clandestine, "For personal purvue only" is what they would write right on the letters. But it was a response to unionized labor. So all the major breweries in the state that had unionized brewery workers: maltsters, bottlers, draughts men, their contracts were the same for all the brewers with the Brewers Association.

Warhank: And how long were they in existence?

Lozar: They actually lasted up till prohibition. And even a somewhat watered down version during prohibition because breweries were still, most had closed down, but some breweries were still making near-beer. It was called a cereal beverage-less than 1 half of 1 percent. Some were making cheese. Those that lasted were all making soda water, making pop. So there was still that tide but it was very loose it wasn't anything like it was in the early days.

Warhank: And then following prohibition there was no...

Lozar: Not to that organized extent that it was before. Most brewers were on their own, brewery owners were on their own at that time. The resurgence during the craft beer phenomena is that

Montana Brewers Association was organized as a single voice to be a clearinghouse essentially for the new breweries, to be able to somehow impact Montana legislation. Montana legislation has always been just dreadful when it comes to breweries. And some of the laws that we have are so restrictive, but at the same time there's a huge amount of money that goes from the national brewers to politician's coffers to make sure that it's an industry that's legal-wise well set-up for those national and regional brewers. We've made headway and I've gone personally down to Helena a number of times during different sessions and spoken on the historic benefits of good legislation. It's a difficult scene.

Warhank: Speaking of difficult scenes. Pro-temperance, obviously has been around since brewing even started in the state of Montana, but can you tell me some of the ways that Montana breweries, well breweries in general, but Montana breweries fought against the pro-temperance movement even from the beginning of Montana breweries since they've always kind of been out there.

Steve: Well that's, absolutely true and it's still going on. But there's a wonderful twist to it. That was also one of the tenants of the Montana Brewers' Association because state-wide and national-wide the temperance movement was very, very difficult not only for breweries, but the collateral damage was to taxes in the community. Brewers paid huge taxes, always have, and continue to pay huge taxes. So communities that became dry, their tax base, a huge part of their tax base was eroded. And also the idea of the Carrie Nation movement, the famous Anti-Saloon League leader, it was ill-conceived, once prohibition came along because of the temperance movement, it gave rise to organized crime. It didn't put an end to brewing in Montana; it simply went underground and became very, very dangerous. The idea of brewers though, one of the things they attacked against temperance was, speaking of advertising, beer was simply called the "temperate drink". And many of the advertisements from pre-prohibition brewers was "it's for family use" "it is the temperate drink used by modern people". They often would quote the percentage of alcohol and those kinds of statistics and demographics. The temperance movement came along more based on emotion than fact and we still see those kind of things happen today and its happened in our own legislation as we try to get laws that are more open to an amazing industry that puts lots and lots of people to work and brings lots of tax back into those state and local coffers. So the temperance movement, we know nationally it was a *horrible* failure, but do those efforts still happen? Yeah. Here's the interesting twist. Churches now, not all of course, but some churches now are starting to have a night where you come to the church basement or hall or some are actually going right to the breweries were you talk about the philosophical part of your church and your church belief over a cold craft beer! Isn't that a great idea?!

Warhank: Yeah, I mean monks were doing it way back when!

Lozar: Monks were the men! But I've read about it obviously, researched it some and saw a couple of programs on TV that have ministers that have said, "my goodness this has been wonderful, we bring in people that we otherwise couldn't reach. We'd *never* be able to tell them about our savior." The idea of setting down to a cold beer is a wonderful way to get people together. To the point, in Montana we have a new brewery being built in an old building being refurbished it's real cool, in Deer Lodge. Deer Lodge was the early brewing capital of Montana. First brewery happened in Deer Lodge and at one time they had five going in Deer Lodge city.

And we have a new brewery going in and they're a craft brew and the head of the brewery is a local minister. How cool is that?

Warhank: That's pretty neat!

Lozar: Yes it is! I haven't heard any slogans or anything but truly they've got to be producing beer with holy water don't you think? [Laughs]

Warhank: Got to be. I mean either that or tainted water from the prison [laughs]

Lozar: Well you know in talking to that minister, I went to his brewery and spent part of an afternoon. [The minister/brewer is] still speaking of temperance and the beer is just an adjunct to a place to minister to people in their community and they absolutely don't promote over indulgence or anything like that. They do promote a fine product with a fine taste and conviviality like we just read a little while ago [referring to an article he showed prior to the interview taking place].

Warhank: That's really interesting. So you said that the brewing industry went underground during prohibition in Montana. What exactly did they do to stay under the radar?

Lozar: Well some physically went underground. Havre was a great example of that. But what happened was that brewing took on kind of a cloak and dagger circumstance where smaller batches of alcohol [and] smaller batches of beer were usually being brewed outside the city limits and it was more difficult for revenueurs to catch them. There was a whole team of revenue offices all throughout Montana looking for stills and brew pots and they made quite a few arrest. They were usually accompanied, the arrests, with a small fine and very rarely, but once in a while a very short jail Sentence. One of our big brewers, the Volk family, were a very influential family in Great Falls. My goodness! They were in court all the time getting busted for running beer down to other parts of the state in refurbished cars so it didn't stop. Also, breweries were making malt extract and again for medicinal purposes and it was obviously one of the keys to a good tasting beer and people were brewing at home. My great-grandmother had quite a brewing operation in East Helena and you didn't have to worry about making the barely extract, it was accessible and it was very benign, you could buy it in the stores. Heck yeah!

Warhank: So of course you've got the pro-temperance people fighting the smaller micro-breweries and then you've also got the macro-breweries fighting. Could you tell me more about that?

Lozar: Yes I can, the large regional breweries, as well as the national breweries, like Anheuser Busch are no longer owned by the Busch family, as are many of the really big macro breweries. Again volume is what they're pushing. So in order to sell their beer they have distribution networks that are highly efficient. They want to be able to make laws in Montana that are a benefit to their large breweries and that are more difficult for the smaller breweries. We have the more conservative wing of state government, especially the ultra-conservative wing the of state [legislature] that are very, very pro-large corporations, large breweries in this case have made it very difficult for the state passing more liberal laws that would benefit the local craft brewers.

One of the things that happens is that you can brew in state, there are lots of restrictions that happen after you brew 10,000 barrels, a barrel is 31 gallons of beer, and yet there aren't those restrictions for out-of-state brewers. So we have Montana brewers that have gone right up to that point without having to take very expensive steps past that, because they could, but not-most. What they've done through the Montana Taverns' Association is there is a lobby, a very expensive lobby that continues to make it difficult for [smaller scale] brewers, especially those that get up against that 10,000 barrels, but there's not restriction for out-of-state breweries in cost. You see all throughout the state "Brewed in Eugene, OR" and brought in far more than 10,000 barrels of beer. They're not restricted so the laws make no logical sense but that's what the Montana brewers have to deal with. Now, what has happened is the last few years there's been a schism in the Montana Brewer's Association where some of the larger breweries that have decided to go past that ten have either left the organization, or they're vocal against anything that would loosen those more restrictive laws, because they're not governed by the same restrictive laws because they've gone to the next step. And people have tendency to take sides in the issue but the bottom line is it's not a take side issue, it's pure economics. So this last legislature was really, really difficult. The last two governors have been very supportive of craft brewing, very supportive, but we haven't necessarily been able to loosen the laws, we have a little bit, but not much. It's not a level playing field. In fact there is a governor campaign button over there, he actually came to a Montana Brewer's Association conference. That was pretty cool. There is a famous picture of Max Baucus pouring Bayern beer. [laughs]

Warhank: Well let, since we're totally not going in a linear progression here, let's kind of back up to the Great Depression. Obviously prohibition ended right as the depression was hitting us hard. Could you talk about how the breweries managed to get back into production, or continued production, just in a more legalized way, as the Great Depression spread across the country?

Lozar: Well the Great Depression as far as the breweries getting back online was good news and bad news. The good news is that suddenly there was the opportunity for all those jobs again. And that was good news because it put our farmers, it put our freighters, it put the workers back on the job. That was very significant. Unfortunately, the bad news was that the Depression left so many people and so many businesses in disarray that many of Montana's breweries, even though some opened up after prohibition, simply couldn't make it. Again it was that issue of scale and so by the 30's we only had just a handful of the major breweries and they started going away. Highlander was one of the last and Great Falls was the other last and they were gone in the 60's.

Warhank: Yeah I noticed it seemed like the Great Depression, they opened back up, then following World War II you really start to see a rapid decline. Why was that?

Lozar: Well there were a number of factors, and we've kind of mentioned all of them, the factors of cost, factors of distribution. But another part of it was the sense of being American. And that sense is that if you bought Budweiser that was spending a lot of money in advertising, you're helping the "American Way". Nothing seems more American than drinking Miller, drinking Budweiser, drinking Schlitz. And those were heavily, heavily advertised and shipped into areas where every miner used to go and sit down and have a Butte Special after work, after shift, now they were going in and the American thing to do would be to support Augie Busch and buy a Budweiser. Hard economics and a sense of purpose, place, and belonging.

Warhank: And then craft breweries began to reemerge in the 1980's. What opportunities do you think were there in the 80's that allowed that to happen?

Lozar: Well I think the 80's were a time that kind of dealt with the hangover of the 70's that was trying to find itself in the freedom and the revolt in the 60's. So in all honesty I think it was a progression of the sense of who we Americans are and I think that certainly here in Montana I think it was an issue of being a little more independent and finding that independence whereas in the 50's and into the early 60's we were all living in the same track home and we were all drinking Budweiser and we were all having 2.2 children. And the 60's kind of put that all out of balance and by the 80's we were once again trying to find ourselves, trying to find that sense of individuality and it's a time we had in medicine that we had far, far more specialists that would simply be large groups of specialists and I think that there is a tie to that, is that we became a more specialized country. And so rather than drink the same run of the mill, by golly I'm going to drink something that has a little different taste, "look at me, I'm very hip!" Honest to God I really think that had a lot of to do with it.

Warhank: I can totally see that.

Lozar: I say that as a brewery historian and an anthropologist.

Warhank: [laughs] So you said that you've been involved in the legislation over the years, were you involved at all with the original '99 legislation that allowed for on-site sale and the 10,000 barrel limit and all that?

Lozar: I was not.

Warhank: Were you interested in it?

Lozar: Oh I was very interested in it, but not as a political activist...at that point I was trying to feed five kids and put them through college and run a business. That was a part of my own evolution. Was I collecting Montana brewing history and all? Absolutely. But one of the things that was very, very helpful for me to be more of an activist was the time I served as a Salish Kootenai Tribal Councilman. I felt more of a confidence in speaking at those kinds of opportunities.

Warhank: Wow. When did you serve as a tribal councilman?

Lozar: I served for 9 years in the 2000's. This is 2016 so I served up to 2014.

Warhank: Oh wow. Have you-obviously you've had a very prevalent presence in the brewing industry, the current brewing industry. Have you been involved in the Montana Brewer's Association?

Lozar: Yes, I have. They are a wonderful lot and they all are seeking a better opportunity one for them to make a living opportunity in an art, and two, to bring a joy to the public. I can't think of

a better goal anywhere. Joy to your fellow citizens and to be able to feed your family in art, that's near and dear to me since I've earned a living in art for 33 years now here a Total Screen Design. But my involvement has been one of support and one of being able to maintain a record of the truth and that's keeping history, and to be a support politically, philosophically. I personally like to have a good glass of beer, but do I drink beer all the time? No. But does beer with a supper taste great? Yeah! Does a beer with friends, is that appropriate? Yes! Do I still fully know and understand the pitfalls of alcohol? Of course! Does that mean I don't love and support the industry? No, because I do.

Warhank: Alright, could you give me the story behind your museum?

Lozar: Yes! The museum as we sit and just kind of look around, contains thousands of pieces of Montana Brewing history. I started, I'll soon be 67 years old, and I started picking up brewery items because I grew up in a family that was associated with brewing in Montana for generations. And because I was around it all the time, it didn't come to me as anything but normal and I've always been fascinated with pretty shapes and colors, beautiful graphics and so I would just see something that I liked and keep it. Over time I got more and more interested in the different kinds of advertisement and my mother when I was in graduated school my mother gave me a little booklet and it had the name of a fellow in [Maryland] that collected beer cans and I was collecting beer cans, my wife and I. We would go out and pick up different kinds of cans and that piqued my interest so I wrote to this fellow and found out there was actually another person in the country that did it. Over time I joined relatively early in the Beer Can Collectors of America and found out there were lots of people collecting beer cans. That of course went along with the history of brewing, the first beer cans came out in 1933. We started going to the annual "Beer Can-ventions". They're held in different places and thousands of people come, they're held in different places around the country. But always caring most about Montana brewing and pretty soon, over the years I started just simply specializing in Montana brewing history because I found the more I looked, the more rich it was. And being an anthropologist and bent to this life of history, wow, what a fit. It has served me personally, very, very well in the sense that I'm surrounded by graphics, I'm surrounded by graphics that were generated for the purpose of art and it simply makes me feel good to look at it. Once I got years and years of collective knowledge, the idea of being able to share that knowledge? What a blessing! And I get an opportunity to talk about good beer, and temperance at the same time. How cool is that?

Warhank: That's great! I always like to end on a kind of romanticized, kind of broad, overarching question. I'm going to ask you what has the brewing industry done for the state of Montana. Period.

Lozar: That's a wonderful question. It can be answered in lots of different levels and I think the brewing industry has gone a long ways towards tying us to our roots, tying us to our past. This is a state that-with the development of the state came the development of breweries. The brewing industry has absolutely mirrored Montana History. And so the tie is very, very close and brewers and Montanans have been one in the same since 1859. So what has it done for the state? It's given us a sense of who we are as independent Montanans.

Warhank: Great well I think that concludes our interview today. I want to thank you on the behalf of the Montana Historical Society and the people of Montana who will now be able to enjoy this oral history at their pleasure and I really think that what you've done is remarkable and I really appreciate it.

Lozar: Well thank you, Anneliese.

Warhank: You're welcome.